

1 RAINES FELDMAN LLP  
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8 Attorneys for Plaintiff iii-Interactive LLC

9 UNITED STATES DISTRICT COURT  
10 CENTRAL DISTRICT OF CALIFORNIA

11 III-INTERACTIVE LLC, A  
12 MISSOURI LIMITED LIABILITY  
13 COMPANY, D/B/A DIVISION-D,

14 Plaintiff,

15 vs.

16 VIDROLL, LLC, A DELAWARE  
17 LIMITED LIABILITY COMPANY,

18 Defendant

Case No.

COMPLAINT FOR:

(1) BREACH OF CONTRACT

DEMAND FOR JURY TRIAL

1 Plaintiff iii-Interactive LLC, d/b/a Division-D (“Division-D”) hereby alleges  
2 as follows:

3 **JURISDICTION**

4 1. Plaintiff Division-D is a Missouri limited liability company. Division-  
5 D’s principal place of business is in Missouri. Division-D is a citizen of the State of  
6 Missouri and nowhere else.

7 2. Defendant VidRoll, LLC (“VidRoll”) is a Delaware limited liability  
8 company. VidRoll’s principal place of business is 3110 Main St., Santa Monica,  
9 California 90405 in the Central District of California. VidRoll is a citizen of the  
10 States of Delaware and California and nowhere else.

11 3. This Court has diversity jurisdiction over the parties pursuant to 28  
12 U.S.C. §1332 because the parties are citizens of different states, and the amount in  
13 controversy exceeds \$75,000. Plaintiff claims \$246,130.41 in actual damages.

14 4. Venue in this district is proper pursuant to 28 U.S.C. § 1391(b)(1) &  
15 (b)(2) as the only defendant resides in the Central District of California and a  
16 substantial part of the events or omissions giving rise to Division-D’s claims  
17 occurred in the Central District of California.

18 **BACKGROUND OF DIVISION-D**

19 5. As is relevant to this case, Division-D places advertisements for its  
20 clients on websites and other electronic platforms.

21 6. Division-D fronts the money for the costs of advertisements for its  
22 clients. This means that Division-D pays sites such as Google and YouTube to run  
23 its clients’ advertisements and then in turn Division-D bills its clients for  
24 reimbursement of the advertising costs Division-D incurred. If a client does not pay  
25 Division-D, Division-D loses every dollar spent on running the advertisements.

26 **THE CONTRACT BETWEEN DIVISION-D AND VIDROLL**

27 7. In or about January 2016, VidRoll contracted for Division-D to run  
28 video advertisements for VidRoll on digital platforms. On or about January 13,

1 2016, VidRoll and Division-D each executed a written order agreement in which  
2 Division-D agreed to provide its services for VidRoll in exchange for monetary  
3 payments. This agreement is attached as Exhibit 1 (the “Insertion Order”).

4 8. Internet sites that display video advertisements, such as YouTube,  
5 generally charge advertisers for each time a video is displayed on a user’s screen.  
6 Each such display is known as an “impression.” Based on certain factors, including  
7 the prominence of how the video is displayed and the expected demographics of  
8 viewers, sites charge the advertiser different amounts for each impression.

9 9. Under the agreement between Division-D and VidRoll, VidRoll agreed  
10 to pay Division-D set amounts for each impression of a VidRoll video. The amount  
11 Division-D charged VidRoll per impression depended on the cost of that impression.

12 10. Through e-mail correspondence, VidRoll instructed Division-D what  
13 types of advertisements to place at various cost levels and updated the “Campaign  
14 and Media Details” (referring to the “Campaign and Media Details” in the Insertion  
15 Order). Based on the agreement and VidRoll’s instructions, Division-D began  
16 placing online advertisements for VidRoll in January 2016 and placed such ads until  
17 February 2017. Division-D has always followed VidRoll’s instructions, and  
18 Division-D has always performed all of its obligations under the agreement.

19 11. As agreed, Division-D paid internet sites and other platforms to run  
20 VidRoll’s videos. Division-D absorbed all costs. Division-D then billed VidRoll  
21 based on the number and costs for each type of impression. VidRoll never disputed  
22 any amount that Division-D billed VidRoll. VidRoll agreed to pay all invoices that  
23 Division-D issued.

24 12. In fact, VidRoll kept track of the impression data and would send  
25 reports to Division-D detailing how much Division-D should invoice VidRoll for  
26 that month. Division-D’s invoices were predicated on VidRoll’s data.

27 13. Starting with the October 2016 invoice, VidRoll stopped paying in full  
28 the amounts that Division-D invoiced VidRoll, pursuant to the agreement and

1 services Division-D provided, even though there was no dispute regarding the  
2 amounts of these invoices.

3 14. There is no dispute between the parties that Division-D performed the  
4 services for which it billed, and these invoices were predicated on VidRoll's reports  
5 on how much Division-D should charge VidRoll.

6 15. In fact, VidRoll confirmed to Division-D that VidRoll owed Division-  
7 D the invoiced amounts and agreed to pay them. But VidRoll has failed to pay.

8 16. Exhibit 2 contains Division-D's invoices of VidRoll from October  
9 2016 through February 2017 which reflect the amounts that VidRoll owes Division-  
10 D under their agreement. These invoices are predicated on the amounts that VidRoll  
11 reported it owes to Division-D.

12 17. The October 2016 through February 2017 invoices totaled \$293,741.62.  
13 VidRoll has only made three partial payments of \$22,552.88, \$16,506, and  
14 \$8,552.33, totaling \$47,611.21, towards the October 2016 through February 2017  
15 invoices. Thus, VidRoll has not paid Division-D the \$246,130.41 currently owed  
16 under the agreement. The last partial payment that VidRoll made was made on the  
17 first week of March 2017.

18 18. As a result, Division-D is out of pocket tens of thousands of dollars for  
19 placing and paying for advertisements for VidRoll with no reimbursement.

20 **FIRST CAUSE OF ACTION**

21 **(Breach of contract)**

22 **(Division-D against VidRoll)**

23 19. Plaintiff restates and incorporates by reference each of the foregoing  
24 paragraphs.

25 20. As alleged above, on or about January 13, 2016, Division-D and  
26 VidRoll each agreed for Division-D to provide advertising placement services for  
27 agreed upon financial compensation. Division-D has provided VidRoll all services  
28

1 required of Division-D under the agreement, and Division-D has fully performed its  
2 obligations.

3 21. In a material breach of the agreement, VidRoll has failed to pay  
4 Division-D the \$246,130.41 that VidRoll presently and immediately owes Division-  
5 D under their agreement.

6 **WHEREFORE**, Plaintiff prays for judgment as follows:

- 7 1. That judgement be entered in favor of Plaintiff
- 8 2. That Plaintiff be awarded \$246,130.41 in actual damages;
- 9 3. That Plaintiff be awarded its costs;
- 10 4. That Plaintiff be awarded all statutory interest allowed; and
- 11 5. That the Court award such other relief as it deems just and proper.

12  
13 Dated: June 26, 2017

RAINES FELDMAN LLP

14  
15 By: /s/ Scott M. Lesowitz

16 SCOTT M. LESOWITZ

17 Attorneys for Plaintiff iii-Interactive LLC  
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**DEMAND FOR JURY TRIAL**

Pursuant to Rules 38(b) of the Federal Rules of Civil Procedure and Local Rule 38-1, Plaintiff hereby demands a jury trial to the greatest extent permitted by law.

Dated: June 26, 2017

RAINES FELDMAN LLP

By: /s/ Scott M. Lesowitz

SCOTT M. LESOWITZ

Attorneys for Plaintiff iii-Interactive LLC

# EXHIBIT 1



## Insertion Order

**Date:** 1/13/2016

## VidRoll Contact Details

**Partner Name:** VidRoll, LLC.  
**Company Address:** 3110 Main St.  
**City:** Santa Monica, CA  
**Zip:** 90405  
**Country:** USA

**Account Contact:** Scott Stevenson  
**Email:** scott@vidroll.com  
**Phone:** 303.246.5711  
**Billing Contact:** Kristen Hester  
**Email:** accounting@vidroll.com  
**Phone:** 914.806.0271

## Partner Information

**Partner Name:** Division D  
**Company Address:** 906 Rain Forest Parkway  
**City:** Columbia, MO  
**Zip:** 65202  
**Country:** USA

**Account Contact:** Jingjing Sha  
**Email:** jingjing@divisiond.com  
**Phone:** 573-446-7334  
**Billing Contact:** Caleb Boeckman  
**Email:** caleb@divisiond.com  
**Phone:**

## Insertion Order Details

IO Number

Currency USD

Total Budget OPEN

## Campaign & Media Details

Product	Campaign	Countries	Model	Rate	Currency
VAST/VPAID	DivisionD - US - \$4, \$5, \$7	US	CPM	Varied	USD
VAST/VPAID	DivisionD - UK - S - \$5	UK	CPM	\$5	USD
VAST/VPAID	DivisionD - UK - M/L - \$6.50	UK	CPM	\$6.50	USD

## Payment Terms

**Term:** Net 60

## Additional Comments

- By signing this document I agree that I will not run VidRoll's ads on fraudulent or fake traffic generated by bots, incentivized traffic, malware, spyware or non-approved URLs. I will not be paid for any impressions or clicks run on this type of traffic.
- Ads must not appear before, after, or next to any inappropriate content such as nudity or violent content
- VidRoll shall provide daily reporting/portal access for revenue and impressions.
- Reporting and billing is based off VidRoll's AdServers
- Impression levels and CPMs can be adjusted through email confirmation.





- Modifications of an IO shall be binding if made, acknowledged and accepted in writing (fax, letter, email) by an authorized representative of the parties.
- Either party may cancel this IO at any time with a 72 hour written notice (fax, letter, email). For example, if VidRoll cancels this IO, VidRoll shall only be responsible for the previously delivered impressions and revenue.
- VidRoll may make payments only when an outstanding balance exceeds \$50 for Check/ACH, \$200 for domestic & International wires

#### Send Wire To

**Bank Name:** Commerce Bank  
**Bank Address:** 901 E. Broadway  
**Bank City:** Columbia, MO  
**Bank Country:** US

**Account Number:** 400678661  
**Routing Number:** 101000019  
**IBAN:**  
**Swift Code:** CBKCUS44

#### Conditions

Except as otherwise specified, this Agreement is governed by version 3.0 of the AAA / IAB Standard Terms and Conditions ("Standard Terms") including the indemnification obligation provided therein. With respect to this Agreement, Advertiser (as defined herein) shall be interpreted as being "Ad Agency" (as the case may be) as defined in the Standard Terms and PUBLISHER shall be interpreted as being "Media Company" as defined in the Standard Terms except for those obligations, which reasonably can only be met by Media Company's publisher clients. The Standard Terms are hereby incorporated herein by reference:

[http://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf)

#### ACCEPTED AND AGREED:

VidRoll, LLC.

By: 

Name: **Scott Stevenson**  
Title: **Director, Business Development**  
Date ("Effective Date"): **2/24/16**, 2015

Partner

By: 

Name **Jingjing Sha**  
Title **Director of Business Operations**  
Date ("Effective Date"): **2/23**, 2015

# EXHIBIT 2

**DIVISION-D**

906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

102554

Bill to:

**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:

**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date		Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	October	KE		Net 60	10/31/2016	1/14/2017
Quantity	Creative	Description				Rate	Cost
0.265	Mobile Preroll	Division-D_US_MW_\$2.50				2.50	0.66
47.484	Mobile Preroll	Division-D_US_In-App_\$2.25				2.25	106.84
0.022	Mobile Preroll	Division-D_US_MW_\$2.50 WL				2.50	0.06
4,393.309	Pre-roll	DivisionD - \$9 - ENG (v2)				9.00	39,539.78
6,859.889	Pre-roll	DivisionD - \$8 - M/L - ENG				8.00	54,879.11
1,843.004	Pre-roll	DivisionD - \$7 - ENG				7.00	12,901.03
1,631.428	Pre-roll	DivisionD - M/L - \$9 - ENG (WL)				9.00	14,682.85
901.572	Pre-roll	DivisionD - \$6.50 - M/L - ENG				6.50	5,860.22
523.458	Pre-roll	DivisionD - \$6 - ENG				6.00	3,140.75
156.517	Pre-roll	DivisionD - \$9 - M/L - ENG				9.00	1,408.65
87.202	Pre-roll	DivisionD - \$6 - ENG (WL)				6.00	523.21
77.411	Pre-roll	DivisionD - \$8.50 - M/L - ENG (WL)				8.50	657.99
41.577	Pre-roll	DivisionD - M/L - \$8 - ENG (WL)				8.00	332.62
7.536	Pre-roll	DivisionD - \$5 - ENG				5.00	37.68
68.158	Pre-roll	DivisionD - \$7.50 - M/L - ENG (WL)				7.50	511.19
71.174	Pre-roll	DivisionD - M/L - \$7 - ENG (WL)				7.00	498.22
7.581	Pre-roll	DivisionD - M/L - \$9.50 - ENG (WL)				9.50	72.02
		IO#: 1/13/16 Campaign Name: VidRoll Preroll Flight Dates: 1/13/16-TBD Billing Data: VidRoll's Ad Server Sales Rep: Katie Duff  Billing Range: 10/1-10/31/16					

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

**Total** \$135,152.88**Payments/Credits** -\$22,552.88**Balance Due in USD** \$112,600.00

**DIVISION-D**

906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

102998

Bill to:

**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:

**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date	Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	November	KE	Net 60	11/30/2016	2/13/2017
Quantity	Creative	Description	Rate	Cost		
0.138	Mobile Preroll	Division-D_US_MW_\$2.50	2.50	0.35		
122.109	Mobile Preroll	Division-D_US_In-App_\$2.00	2.00	244.22		
78.555	Mobile Preroll	Division-D_US_In-App_\$2.25	2.25	176.75		
0.46	Mobile Preroll	Division-D_US_MW_\$2.50 WL	2.50	1.15		
1.182	Mobile Preroll	Division-D_US_MW_\$2.00	2.00	2.36		
1,097.765	Pre-roll	DivisionD - \$9 - ENG (v2)	9.00	9,879.89		
444.281	Pre-roll	DivisionD - \$7 - ENG	7.00	3,109.97		
1,907.38	Pre-roll	DivisionD - M/L - \$9 - ENG (WL)	9.00	17,166.42		
189.789	Pre-roll	DivisionD - \$6.50 - M/L - ENG	6.50	1,233.63		
135.342	Pre-roll	DivisionD - \$6 - ENG	6.00	812.05		
26.663	Pre-roll	DivisionD - \$9 - M/L - ENG	9.00	239.97		
12.767	Pre-roll	DivisionD - \$6 - ENG (WL)	6.00	76.60		
0.641	Pre-roll	DivisionD - \$8.50 - M/L - ENG (WL)	8.50	5.45		
30.203	Pre-roll	DivisionD - M/L - \$8	8.00	241.62		
7,354.394	Pre-roll	DivisionD - \$8 - M/L - ENG	8.00	58,835.15		
7.921	Pre-roll	DivisionD - \$5 - ENG	5.00	39.61		
606.292	Pre-roll	DivisionD - M/L - \$8 - ENG (WL)	8.00	4,850.34		
94.146	Pre-roll	DivisionD - \$7.50 - M/L - ENG (WL)	7.50	706.10		
43.17	Pre-roll	DivisionD - M/L - \$7 - ENG (WL)	7.00	302.19		
117.152	Pre-roll	DivisionD - M/L - \$9.50 - ENG (WL)	9.50	1,112.94		

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

**Total****Payments/Credits****Balance Due in USD**



906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

102998

Bill to:  
**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:  
**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date	Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	November	KE	Net 60	11/30/2016	2/13/2017
Quantity	Creative	Description			Rate	Cost
		IO#: 1/13/16 Campaign Name: VidRoll Preroll Flight Dates: 1/13/16-TBD Billing Data: VidRoll's Ad Server Sales Rep: Katie Duff  Billing Range: 11/1-11/30/16				

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

**Total** \$99,036.76

**Payments/Credits** -\$16,506.00

**Balance Due in USD** \$82,530.76

**DIVISION-D**

906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

103323

Bill to:

**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:

**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date	Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	December	KE	Net 60	12/31/2016	3/16/2017
Quantity	Creative	Description	Rate	Cost		
0.013	Mobile Preroll	Division-D_US_MW_\$2.50	2.50	0.03		
2.074	Mobile Preroll	Division-D_US_MA_\$2.25	2.25	4.67		
0.017	Mobile Preroll	Division-D_US_MW_\$2.50 WL	2.50	0.04		
2.64	Mobile Preroll	Division-D_US_MW_\$2.00	2.00	5.28		
24.889	Mobile Preroll	Division-D_US_MA_\$2.00	2.00	49.78		
463.802	Pre-roll	DivisionD - \$9 - ENG (v2)	9.00	4,174.22		
145.735	Pre-roll	DivisionD - \$7 - ENG	7.00	1,020.15		
1,252.107	Pre-roll	DivisionD - M/L - \$9 - ENG (WL)	9.00	11,268.96		
51.274	Pre-roll	DivisionD - \$6.50 - M/L - ENG	6.50	333.28		
0.547	Pre-roll	DivisionD - \$6 - ENG	6.00	3.28		
0.468	Pre-roll	DivisionD - \$9 - M/L - ENG	9.00	4.21		
1.007	Pre-roll	DivisionD - \$6 - ENG (WL)	6.00	6.04		
0.87	Pre-roll	DivisionD - \$8.50 - M/L - ENG (WL)	8.50	7.40		
3,615.912	Pre-roll	DivisionD - \$8 - M/L - ENG	8.00	28,927.30		
1.538	Pre-roll	DivisionD - \$5 - ENG	5.00	7.69		
280.348	Pre-roll	DivisionD - M/L - \$8 - ENG (WL)	8.00	2,242.78		
7.935	Pre-roll	DivisionD - \$7.50 - M/L - ENG (WL)	7.50	59.51		
2.297	Pre-roll	DivisionD - M/L - \$7 - ENG (WL)	7.00	16.08		
324.737	Pre-roll	DivisionD - M/L - \$9.50 - ENG (WL)	9.50	3,085.00		
12.282	Pre-roll	DivisionD_ML_\$8	8.00	98.26		
0.001	Pre-roll	DivisionD_ENG_\$8.75	8.75	0.01		

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

**Total****Payments/Credits****Balance Due in USD**



906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

103323

Bill to:  
**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:  
**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date	Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	December	KE	Net 60	12/31/2016	3/16/2017
Quantity	Creative	Description			Rate	Cost
		IO#: 1/13/16 Campaign Name: VidRoll Preroll Flight Dates: 1/13/16-TBD Billing Data: VidRoll's Ad Server Sales Rep: Katie Duff  Billing Range: 12/1-12/31/16				

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

**Total** \$51,313.97

**Payments/Credits** -\$8,552.33

**Balance Due in USD** \$42,761.64



906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

103838

Bill to:

**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:

**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date		Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	January	KE		Net 60	1/31/2017	4/16/2017
Quantity	Creative	Description				Rate	Cost
0.408	Mobile Preroll	DivisionD - mWeb - \$2 - US				2.00	0.82
0.247	Mobile Preroll	DivisionD - mApp - \$2 - US				2.00	0.49
420.225	Pre-roll	DivisionD - \$9 - ENG (v2)				9.00	3,782.03
203.497	Pre-roll	DivisionD - M/L - \$9.50 - ENG (WL)				9.50	1,933.22
28.672	Pre-roll	DivisionD - \$7 - ENG				7.00	200.70
59.981	Pre-roll	DivisionD - M/L - \$9 - ENG (WL)				9.00	539.83
30.561	Pre-roll	DivisionD - \$8 - M/L - ENG				8.00	244.49
8.038	Pre-roll	DivisionD - \$5 - ENG				5.00	40.19
1.052	Pre-roll	DivisionD - \$6.50 - M/L - ENG				6.50	6.84
0.011	Pre-roll	DivisionD - \$8.50 - M/L - ENG (WL)				8.50	0.09
2.144	Pre-roll	DivisionD - M/L - \$8 - ENG (WL)				8.00	17.15
0.767	Pre-roll	DivisionD - M/L - \$7 - ENG (WL)				7.00	5.37
0.907	Pre-roll	DivisionD - \$7.50 - M/L - ENG (WL)				7.50	6.80
0.705	Pre-roll	DivisionD - S - \$3.50 - ENG				3.50	2.47
0.71	Pre-roll	DivisionD - \$6 - ENG (WL)				6.00	4.26
0.759	Pre-roll	DivisionD - \$6 - ENG				6.00	4.55
0.394	Pre-roll	DivisionD - S - \$4.50 - ENG				4.50	1.77
0.08	Pre-roll	DivisionD_ML_8_DESKTOP				8.00	0.64
		IO#: 1/13/16 Campaign Name: VidRoll Preroll Flight Dates: 1/13/16-TBD Billing Data: VidRoll's Ad Server Sales Rep: Katie Duff					
		Billing Range: 1/1-1/31/17					

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

<b>Total</b>	\$6,791.71
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<b>Payments/Credits</b>	\$0.00
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<b>Balance Due in USD</b>	\$6,791.71
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**DIVISION-D**

906 Rain Forest Pkwy  
Columbia, MO 65202  
(573) 445-3083

**INVOICE**

104088

Bill to:

**Accounts Payable Dept.**  
VidRoll  
3110 Main St.  
Suite 400  
Santa Monica, CA 90405

Remit to:

**Accounts Receivable Dept.**  
III-Interactive, LLC  
dba Division-D  
906 Rain Forest Pkwy  
Columbia, MO 65202

Account #	IO No.	Flight Date		Rep	Terms	Invoice Date	Due Date
2015-0394	1/13/16	February	KE		60 Days	2/28/2017	4/29/2017
Quantity	Creative	Description			Rate	Cost	
1.686	Mobile Preroll	DivisionD - mWeb - \$1.50 - US			1.50	2.53	
0.979	Mobile Preroll	DivisionD - mApp - \$2 - US (FS)			2.00	1.96	
0.429	Mobile Preroll	DivisionD - mWeb - \$2 - US			2.00	0.86	
0.015	Mobile Preroll	DivisionD - mApp - \$2.50 - US (FS)			2.50	0.04	
95.184	Pre-roll	DivisionD - \$9 - ENG (v2)			9.00	856.66	
52.393	Pre-roll	DivisionD - M/L - \$9.50 - ENG (WL)			9.50	497.73	
0.098	Pre-roll	DivisionD - \$7 - ENG			7.00	0.69	
17.15	Pre-roll	DivisionD - \$5 - ENG			5.00	85.75	
0.022	Pre-roll	DivisionD - S - \$3.50 - ENG			3.50	0.08	
		IO#: 1/13/16 Campaign Name: VidRoll Preroll Flight Dates: 1/13/16-TBD Billing Data: VidRoll's Ad Server Sales Rep: Katie Duff  Billing Range: 2/1-2/28/17					

ACH - WIRE INSTRUCTIONS  
Bank: Commerce Bank  
Account Name: Division-D  
Account Number: 400678661  
Routing Number: 101000019  
Swift Code: CBKCUS44

Thank you for your business.

<b>Total</b>	\$1,446.30
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<b>Payments/Credits</b>	\$0.00
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<b>Balance Due in USD</b>	\$1,446.30
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